

2016 Rates

JOIN Network

	Basis	Min flight length	Gross investment	SOV	Notes
Run of Network (RON)	CPM		\$80 \$115		Global Geo-Targeted
Subspecialty targeted bundle					
Foot/ankle	CPM		\$115		
Knee					
Hand/wrist					
Hip					
Shoulder					
Spine					
Sports medicine					
Trauma					
Pediatrics					
Elbow					
Oncology					
Infection					
Interstitial					
Exclusive global	Flat rate		\$5,000	100%	Average 60,000 IMP
Exclusive U.S. only	Flat rate		\$2,500	100%	Average 25,000 IMP
By Country (non U.S.)	CPM		\$120 Global		
By Country (non U.S.)	CPM		\$175 Geo-Targeted		

Channels: **Digital/Mobile**



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Roadblock					
Homepage	Flat rate	1 week	\$5,000	100%	Max 2 weeks consecutive
Homepage - U.S. Only	Flat rate		\$2,500		
By country (non-U.S.)	CPM		\$130		
Video					
Subspeciality targeted	Flat rate	1 month	\$3,500	100%	Add and rotate additional videos for \$1,000 gross per month. Add up to 2 click-through cue points at \$250 net per video
Homepage			\$8,000	100%	

JBJS Email

eTOC - JBJS Mails 2x/month to 23,270 circulation	Per issue	1 issue	\$1,700	50% (1 of 2 ad positions)	Avg open rate 32%*
eTOC - JBJS Reviews Mails 1x/month to 10,000 circulation	Per issue	1 issue	\$1,500	50% (1 of 2 ad positions)	Avg open rate 28%*
OrthoBuzz Mails 1x/month to 12,000 circulation	Per issue	1 issue	\$2,300	50% (1 of 2 ad positions)	Avg open rate 32%*

*Based on 2015 circulation

Channels: Digital/Mobile



2016 Rates

JBJS Webinar

	Basis	Min flight length	Net investment	SOV	Notes
Gold	Flat rate	1 event	\$5,500	33% of Gold level	*Plus opt-in lead generation option
Platinum*			\$10,000	50% of Platinum level	
Platinum Exclusive*			\$18,000	100%	

Sponsor Packages

Each one-hour moderated webinar will be streamed live via the web and includes:

- Surgeon authors presenting new research plus other experts offering commentary
- Live Q&A with panelists
- Six-month archive for on-demand viewing

Logo Exposure (webinar promotion & console)

- Cover tip or outsert with *JBJS* print issue (35,000 circulation)
- Banner ads on *JBJS*, *JBJS Reviews*, *JBJS Essential Surgical Techniques* and *JBJS Case Connector* web sites
- Three dedicated e-mail invitations from JBJS (10,000 circulation/each)
- An estimated 200,000+ print and digital brand exposures

* *Platinum Only: Platinum sponsors may also offer content for download and capture opt-in leads.*

Channels: **Digital/Mobile**



2016 Rates

JBJS Mobile

	Basis	Min flight length	Gross investment	SOV	Notes
Multi-Journal App					
All standard display ad units	Flat rate	1 month	\$3,000	1 month 100% (until mid 2015)	
App launch interstitial (tablet only)			\$1,500	1 month	
Image Quiz App					
3,000 surgeon participants each month	Flat rate	3 months	\$4,500	100%	Includes sponsor's logo as a partner on all JBJS Image Quiz promotions in print and online. 75K impressions and or exposures guaranteed across print, online and within Image Quiz App
Audio Podcast					
Downloads/month	Flat rate	1 month + archive	\$1,000	100%	Two 30-60 second spots at start and finish

Channels: **Mobile**